

# **2002 ENERGY STAR<sup>®</sup> Awards**

## **Part II: Eligibility, Descriptions, and Criteria**



**October 2001**

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## Part II: Award Eligibility, Descriptions and Criteria

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### *Efficient Products*

#### ENERGY STAR Partner of the Year – Product Manufacturers

##### **Eligibility: Manufacturers of ENERGY STAR labeled products**

**Description:** This award recognizes those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates that selecting the Product Manufacturer Partner(s) of the Year will be a challenging task. To be fair, ENERGY STAR has developed criteria to be used in evaluating applications.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

**Criteria:** Criteria for evaluating this award are listed below. In describing your company's activities, please be as specific as possible. For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public (perhaps number of hits/impressions in a period of time), and size/placement of the logo.

Your narrative description should be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2001.

##### **Qualifying Product Efforts**

- Total number of ENERGY STAR qualified models/units
- Percentage of product line that is ENERGY STAR qualified
- Percentage of total sales that were ENERGY STAR qualified
- Introduction of new ENERGY STAR qualified models in 2001
- Innovation in product design for energy efficiency
- Participation/Leadership in discussion of new/revised ENERGY STAR specifications (if applicable)

##### **Product Labeling Efforts**

- Number and percentage of qualified models prominently displaying the ENERGY STAR label (please submit examples of packaging or photographs of models)
- Number and percentage of qualified models with collateral materials (e.g., product packaging and the user's manual) that prominently include the ENERGY STAR label

##### **Consumer Education**

- Print, radio, television, direct mail advertising with ENERGY STAR messages, logo {quality, quantity, frequency, reach}
- Incorporation of ENERGY STAR logo and messages into company Web site
- Public relations efforts, special events, press releases {quality, quantity, frequency, reach}

##### **Internal Education/Training**

- Continued training sessions for sales representatives (e.g., new ENERGY STAR specifications, new energy-efficient technologies, etc.)
- Integration of ENERGY STAR information into customer (retail/distributor) product knowledge training
- Training manuals/newsletters, emails, new employee packets, etc.
- Integration of ENERGY STAR information into off-site training
- ENERGY STAR displays at company events

**Participation in National/Regional ENERGY STAR Promotions**

- Leadership and participation in utility/state/regional partner sponsored special events, incentive programs, promotions, training sessions
- Leadership and participation in promotional events coordinated by EPA and DOE as applicable (Earth Day events, national PSA campaign launch, fall lighting promotion, etc.)
- Active partnership with retailers in ENERGY STAR promotions